**Intro to Business – Introductory Activity 20 Points**

Research a **local business** in Iowa and **large (National) corporation** answer the following questions below for each business on a separate document. Then, create a presentation using Keynote, Prezi, Google Presentation or other tool that communicates your answers these questions for **ONE** of the businesses you chose. Make sure you include the example of an advertisement within the presentation. You will share your business with the class.

**CONTENT TO INCLUDE**

1. What is the name of the business?
2. Where are they located?
   1. Headquarters, and some of the Iowa Locations
3. What do they do?
   1. Describe in detail the products, services and activities of the business
4. Identify the leaders in the Business
   1. Managers/Owners - Who are they, and what are their positions?
5. How does the business participate in the communities around them?
6. How do they use Advertising to support their business activities?
   1. Find a specific Advertising Example – Print or Broadcast Media Activity – Include in the presentation
7. What job opportunities are there currently within the business, or are there currently no opportunities available?
8. Identify an activity of the business you think they do very successful or what is something that you would suggest to them that they should improve. Support your reasons with examples.
9. Identify a characteristic about the business that you find unique.
10. From your knowledge of the business, what is the business’ reputation? Explain your reasoning.